



# ORDER

Flight Dates 10/12/12-10/18/12

Contract / Revision 313005 /

Original Date / Revision  
09/27/12 09/27/12

Advertiser NRCC IE

Agency National Media Inc

Buying Contact

815 Slaters Lane  
Alexandria, VA 22314

Product  
NRCC IE 2012

Agency Com 15%

Billing Contact  
815 Slaters Lane  
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 3267

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 12% Market Value 140833

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	18%	25350
KPNX	18%	25350
KPPX	%	0
KSAZ	25%	35208
KTVK	27%	38025
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	32	\$14,365.00	\$16,900.00	0.00
Totals	32	\$14,365.00	\$16,900.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/18/12	32	\$14,365.00	\$16,900.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KNXV	10/12/12	10/12/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	----F--	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	----F--					1	\$450.00		0.00		
E 2	KNXV	10/15/12	10/18/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	MTWT---	:30	4	\$450.00	P-2	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	MTWT---					4	\$450.00		0.00		
E 3	KNXV	10/14/12	10/14/12		CM	4pm-430pm	-----S	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00



KNXV

Print Date: 09/27/12

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Contract / Revision **313005** Flight Dates **10/12/12-10/18/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:20:00

Advertiser **NRCC IE**

Product **NRCC IE 2012**

Estimate # **3267**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				SU 4pm-430pm											
				SU 4pm-430pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$250.00		0.00			
E 4	KNXV	10/12/12	10/12/12	M-F 6pm-630pm	CM	6pm-630pm	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--					1	\$1,000.00		0.00			
E 5	KNXV	10/15/12	10/18/12	M-F 6pm-630pm	CM	6pm-630pm	MTWT---	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWT---					4	\$1,000.00		0.00			
E 6	KNXV	10/12/12	10/12/12	M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--					1	\$1,000.00		0.00			
E 7	KNXV	10/15/12	10/18/12	M-F 630pm-7pm	CM	630pm-7pm	MTWT---	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWT---					4	\$1,000.00		0.00			
E 9	KNXV	10/14/12	10/14/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$1,400.00		0.00			
E 10	KNXV	10/12/12	10/12/12	Jimmy Kimmel Live	CM	1102p-1206a / 103-	----F--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
				Jimmy Kimmel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--					2	\$250.00		0.00			
E 11	KNXV	10/15/12	10/18/12	Jimmy Kimmel Live	CM	1102p-1206a / 103-	MTWT---	:30	8	\$250.00	P-3	0.00	NM	8	\$2,000.00
				Jimmy Kimmel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWT---					8	\$250.00		0.00			
E 12	KNXV	10/12/12	10/12/12	M-F 1206am-110am	CM	1206am-106am	----F--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
				Katie - Repeat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--					1	\$100.00		0.00			
E 13	KNXV	10/15/12	10/18/12	M-F 1206am-110am	CM	1206am-106am	MTWT---	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00
				Katie - Repeat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWT---					4	\$100.00		0.00			
													Totals	32	\$16,900.00